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VEGETABLES FOR COMMERCIAL PROCESSING

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1967 ACREAGE-MARKETING GUIDES



U.S. DEPARTMENT OF AGRICULTURE • CONSUMER AND MARKETING SERVICE

February 1967 • AMG 55

FOREWORD

Most businessmen recognize the desirability of a balance between the supply of their product and the demand for it. However, the sheer number of vegetable producers creates considerable difficulty in achieving this balance for each commodity. Therefore, careful planning is extremely important.

Helping vegetable growers and processors perform this needed planning is the objective of the Acreage-Marketing Guides program. Recommendations included in this publication are an effort by the U. S. Department of Agriculture to help the industry cope with the problems of balancing the supply of each commodity with the demand for it.

Some production influences, such as extremes of the weather, refuse control. But producers have full control over plantings. Thus, they can contribute importantly to balanced market conditions by planting acreages which are likely to result in sufficient supplies to satisfy consumer needs, but insufficient to result in depressed prices.

USDA's Consumer and Marketing Service continually studies markets for various vegetable products. On the basis of this, commodity specialists develop recommendations of acreage levels which are likely to result in supplies which equal market needs. In turn, these recommendations are reviewed by representatives of other USDA agencies who are familiar with the vegetable industry.

The final recommendations for 1967 vegetables for commercial processing are presented in this publication. When acreage has been held within the levels recommended by USDA in the past, few marketing difficulties have been encountered.

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VEGETABLES FOR COMMERCIAL PROCESSING

Acreage-Marketing Guides are prepared each year for nine major vegetables used for canning and freezing. The commodities included are lima beans, snap beans, beets, cabbage for kraut, sweet corn, cucumbers for pickles, green peas, spinach and tomatoes. A substantial portion of these vegetables is grown on acreage contracted months in advance of planting time. Contracting has been a feature of the vegetable processing industry for many years and has been beneficial to both farmers and processors. The farmer with a contract is reasonably assured of an outlet for his crop and price risks are reduced. The processor benefits by assurance of adequate supplies of raw materials, at predetermined prices, to fill his pack schedules.

For effective and equitable contracting, both growers and processors must be fully acquainted with the economic forces affecting the industry. Processors make the basic decisions concerning the acreage required. They must translate prospective markets for their finished products into acreage and production levels. As each processor estimates market potential, he must consider carefully all factors influencing the production and marketing of his products. The grower should also be aware of market developments for the various commodities so that he can bargain with processors on a realistic basis. The Acreage-Marketing Guides provide the basic information for each vegetable and the adjustments which may be needed to balance supplies with market requirements.

I. HIGHLIGHTS OF 1966

Disappearance of canned and frozen vegetables in the 1965-66 season was at a high rate. Market momentum was strong in spite of generally smaller supplies and higher prices for many items. Aggregate canned carryover into the 1966 packing season was moderately smaller than in 1965, and the smallest since 1961. But, total carryover of frozen vegetables was indicated to be materially above 1965. Frozen cut corn and green peas accounted for most of the gain.

In response to the generally good market balance, growers increased total acreage of principal vegetables for processing in 1966 by 9 percent. But weather conditions into the late summer were unfavorable. Late spring frosts caused crop damage in producing areas in the Northwest. A cold, wet spring resulted in a slow start for vegetables in the East and Midwest. Hot, dry summer weather severely limited yields in several major producing areas. However, the crop season in California, the leading processing State, was excellent.

The total production of 9 principal vegetables for commercial processing in 1966 was 8.77 million tons, or 5 percent above 1965, and 9 percent above the 1960-64 average. Production of tomatoes, the top crop in tonnage, was 3 percent above 1965. Production of sweet corn was up 21 percent, and tonnage of cucumbers for pickles was up 19 percent compared with the relatively moderate output for these crops in 1965. Significant gains in tonnage also were estimated for lima beans, beets and spinach. But crops of green peas, snap beans and cabbage for kraut were smaller than a year earlier.

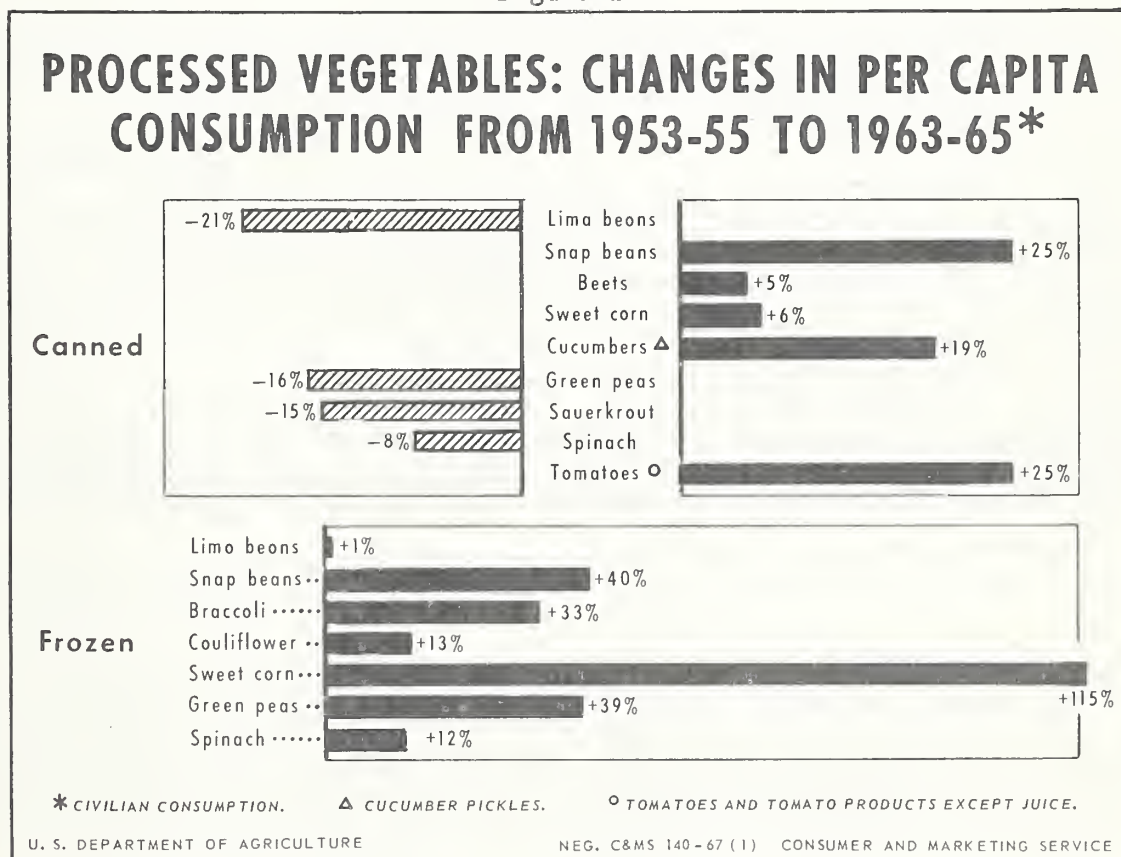
Packs of most items in 1966 were larger than the preceding season. But in most instances, these larger packs were complemented by small carryovers. And supplies of processed vegetables available for the 1966-67 marketing season, with the exceptions of frozen sweet corn and cucumber pickles, were about equal to a year earlier. Supplies of frozen sweet corn and pickles were up sharply at the start of the current season.

Disappearance of 1966-67 supplies of canned and frozen vegetables have been at a high rate. Inventory positions in the mid-winter were generally in good balance. Some of the heavy supply of frozen sweet corn was purchased for use for canning and this market firmed. Carryovers of most canned vegetables into the 1967 season are likely to be down from a year earlier. For frozen vegetables, carryovers are expected to be close to year-earlier levels.

Processed vegetable prices in 1966-67 showed good early-season strength. And additional price increases were recorded in the fall and early winter. F.o.b. cannery prices for all major vegetables are the same or above the high levels of a year earlier. Most frozen vegetable prices also are close to the high levels reported last season. Prices for processed vegetables likely will continue firm at high levels until supplies from 1967 packs become available.

Changes in per capita use of principal processed vegetables are shown in figure 1 below.

Figure 1



II. SUMMARY OF RECOMMENDATIONS FOR 1967

The aggregate acreage guide for eight vegetables for commercial processing in 1967 is a planted acreage four percent more than in 1966. The guide for cabbage for kraut (included in the recommendation for early fall cabbage, fresh market and processing) calls for an acreage fifteen percent more than in 1966. If production in 1967 is in line with the guide recommendations, supplies of processed vegetables for the 1967-68 marketing season would be adequate to satisfy all anticipated consumer needs and permit stable market conditions.

Specific planted acreage recommendations for 1967 vegetables for commercial processing are as follows:

Commodity		:	Percentage change from 1966 acreage
		:	<u>percent</u>
Beans, Lima	(For canning).....		Plus 10
	(For freezing).....		Plus 10
Beans, Snap	(For canning).....		Plus 10
	(For freezing).....		Plus 10
Beets.....			Plus 10
Cabbage for Kraut.....			Plus 15 <u>1</u> /
Corn, Sweet	(For canning).....		Plus 5
	(For freezing).....		Minus 5
Cucumbers for Pickles.....			Minus 10
Peas, Green	(For canning).....		No Change
	(For freezing).....		Plus 10
Spinach	(For canning).....		Plus 10
	(For freezing).....		Plus 10
Tomatoes.....			Plus 5

1/ Recommendation for early fall cabbage, fresh market and processing.

III. DEMAND FOR VEGETABLES IN 1967

Demand for goods and services in the U. S. economy rose rapidly in 1966 and further expansion is expected in 1967. Consumer disposable income in 1966 averaged almost 7.75 percent above a year earlier. Spending for food increased 7 percent and accounted for about 18 percent of total disposable income.

Although economic growth is expected to continue strong in 1967, the rise will probably fall short of the very large gain in 1966. Government spending is expected to increase considerably but growth in investment spending is expected to slow down substantially. Expanding output, more jobs, and a more rapid rise in wage rates will increase consumer incomes further in 1967, but not as much as in 1966.

With increases in consumer buying power, demand for vegetables and other farm products and resulting values are expected to be well maintained. The 1966 value (at the packinghouse door) of all principal vegetables for processing totaled \$431.5 million, up 6 percent from 1965.

The market demand for canned and frozen vegetables in 1967-68 should remain strong. Growth in population should help to maintain processors' total sales. And market strength will be aided indirectly by the expected gain in net income of consumers. In addition, total export volume of processed vegetables in 1967-68 probably will be at least as large as in the current season.

Carryover of most canned and frozen supplies into the 1967-68 season is expected to be below average. As a result, larger packs are recommended in 1967 for principal vegetables except frozen sweet corn and pickles.

IV. FOREIGN TRADE

Asparagus was still at the top of the list of 1965-66 canned vegetable exports. But volume fell sharply from the preceding year. The 1965-66 asparagus export total was 1.1 million cases, about half the 1964-65 total. The decline in exports was due partly to increased competition from Taiwan and Spain.

Export of canned snap beans was almost double the amount in the preceding year, with most of the increase going to Europe. Peas were also exported in greater quantities with the increases to Latin America and countries other than Europe.

Exports of tomatoes were down from the preceding year. The decline was primarily in volume moving to Canada.

Imports of major canned vegetables into the United States were limited, as usual, largely to tomatoes and tomato products. Imports of tomatoes and tomato products showed a sharp increase in 1966 compared with the preceding year but volume was below the levels of 1962 and 1963. Italy was by far the largest supplier, although Spain and Portugal increased exports substantially compared with the 1965 volume.

Commercial Vegetables for Processing: Acreage Guide for 1967, with comparisons

Commodity	Planted acreage										Percent Acreage Guide is of:		
	Guide	Prel.									Prel.		
	: 1967	: 1966	: 1965	: 1964	: 1963	: 1966	: 1965	: 1964	: 1963	: 1966	: 1965	: 1964	: 1963
	<u>1,000 acres</u>										<u>percent</u>		
Beans, Lima													
For canning	37.1	33.7	28.4	23.3	24.8	110	131	159	150				
For freezing	74.1	67.4	61.8	56.1	49.8	110	120	132	149				
Total	111.2	101.1	90.2	79.4	74.6	110	123	140	149				
Beans, Snap													
For canning	219.4	199.5	193.0	173.1	154.3	110	114	127	142				
For freezing	72.6	66.0	53.7	57.2	51.0	110	135	127	142				
Total	292.0	265.5	246.7	230.3	205.3	110	118	127	142				
Beets	19.5	17.7	15.8	17.3	19.6	110	123	112	99				
Cabbage for Kraut <u>1/</u>													
Corn, Sweet													
For canning	354.8	337.9	323.0	284.8	323.0	105	110	125	110				
For freezing	121.8	128.2	107.6	85.1	83.7	95	113	143	145				
Total	476.6	466.1	430.6	369.9	406.7	102	111	129	117				
Cucumbers for Pickles	129.9	144.3	115.7	118.5	118.7	90	112	110	109				
Peas, Green													
For canning	313.1	313.1	293.8	279.2	286.0	100	107	112	109				
For freezing	178.3	162.1	168.7	157.8	152.6	110	106	113	117				
Total	491.4	475.2	462.5	437.0	438.6	103	106	112	112				
Spinach													
For canning	14.7	13.4	12.8	15.3	17.8	110	115	96	83				
For freezing	15.0	13.7	13.6	12.7	12.1	110	110	118	124				
Total	29.7	27.1	26.4	28.0	29.9	110	113	106	100				
Tomatoes	312.7	297.8	258.8	272.8	250.2	105	121	115	125				
Total	1,863.0	1,794.8	1,646.7	1,553.2	1,543.6	104	113	120	121				

Note: Data rounded, but percentage comparisons based on unrounded data.

1/ Included in total early fall crop (fresh market and kraut combined).

Commercial Vegetables for Processing: Probable production in 1967, with comparisons

Commodity	Production					: Probable production from Acreage				
	:					:				
	: Guide	: Prel.	: 1965	: 1964	: 1963	: Prel.	: 1966	: 1965	: 1964	: 1963
	1967	1966								
	<u>1,000 tons</u>					<u>percent</u>				
Beans, Lima										
For canning	32.4	29.0	24.1	18.1	24.3	112	134	179	133	
For freezing	84.5	75.6	72.3	60.7	60.5	112	117	139	140	
Total	116.9	104.6	96.4	78.8	84.8	112	121	148	138	
Beans, Snap										
For canning	453.7	393.8	424.8	346.1	348.9	115	107	131	130	
For freezing	151.7	129.6	116.0	123.6	125.0	117	131	123	121	
Total	605.4	523.4	540.8	469.7	473.9	116	112	129	128	
Beets	210.8	193.9	178.0	180.3	214.0	109	118	117	98	
Cabbage for Kraut 2/										
Corn, Sweet										
For canning	1,412.3	1,351.0	1,181.0	1,104.8	1,323.3	105	120	128	107	
For freezing	525.4	597.1	432.6	361.0	355.8	88	121	146	148	
Total	1,937.7	1,948.1	1,613.6	1,465.8	1,679.1	99	120	132	115	
Cucumbers for Pickles	490.5	531.8	445.9	427.6	470.2	92	110	115	104	
Peas, Green										
For canning	359.9	311.2	368.2	295.2	324.7	116	98	122	111	
For freezing	223.1	195.8	233.7	190.1	191.9	114	95	117	116	
Total	583.0	507.0	601.9	485.3	516.6	115	97	120	113	
Spinach										
For canning	75.6	74.0	58.9	78.4	84.9	102	128	96	89	
For freezing	78.5	75.2	66.3	68.4	70.8	104	118	115	111	
Total	154.1	149.2	125.2	146.8	155.7	103	123	105	99	
Tomatoes	5,169.7	4,637.9	4,482.2	4,561.0	4,070.6	111	115	113	127	
Total	9,268.1	8,595.9	8,084.0	7,815.3	7,664.9	108	115	119	121	

Note: Data rounded, but percentage comparisons based on unrounded data.

1/ Computed: Product of acreage for 1967, times average yield.

2/ Included in total early fall crop (fresh market and kraut combined).

1967 Acreage-Marketing Guides
Vegetables for Commercial Processing

Lima Beans

Year	: Acreage : :Planted:For harvest:	Yield : per acre	: :Production:	: Price ^{1/} :	: Value ^{1/} :
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
<u>1967 Planted Acreage Guide</u> <u>and probable production</u>					
Canning (acreage 10 percent more than in 1966)	37.1	<u>2/</u> .93	32.4		
Freezing (acreage 10 percent more than in 1966)	<u>74.1</u>	<u>2/</u> 1.20	<u>84.5</u>		
Total	111.2		116.9		

Background statistics

Canning

1966 Prel.	33.7	32.1	.90	29.0	151.20	4,377
1965	28.4	25.4	.95	24.1	153.60	3,707
1964	23.3	21.5	.84	18.1	152.60	2,763
1963	24.8	23.9	1.02	24.3	133.00	3,234
1962	33.3	30.9	.98	30.3	133.60	4,043

Freezing

1966 Prel.	67.4	64.9	1.16	75.6	183.10	13,836
1965	61.8	58.6	1.23	72.3	184.50	13,341
1964	56.1	54.4	1.12	60.7	190.20	11,547
1963	49.8	47.7	1.27	60.5	154.50	9,354
1962	63.2	61.1	1.28	78.2	157.80	12,336

Total

1966 Prel.	101.1	97.0	1.08	104.6	174.20	18,213
1965	90.2	84.0	1.15	96.4	176.80	17,048
1964	79.4	75.9	1.04	78.8	181.60	14,310
1963	74.6	71.6	1.18	84.8	148.40	12,588
1962	96.5	92.0	1.18	108.5	151.00	16,379

^{1/} See footnote on page 35.

^{2/} 1963-66 average yield.

Comments

Following two seasons of light supplies of both canned and frozen lima beans, total plantings of lima beans were increased substantially in 1966. Acreage for canning was nearly a fifth larger than in 1965. Plantings of baby limas for freezing were moderately larger than a year earlier and acreage of Fordhooks was much larger.

Per-acre yields were generally good in all States except Delaware and Maryland where hot, dry weather reduced output. Total production in 1966 was

8 percent more than a year earlier. The tonnage for canning was a fifth above 1965 and the tonnage for freezing was 5 percent higher. The proportion of the total output used for freezing, at 72 percent, was down slightly compared with 1965.

Canned Lima Beans

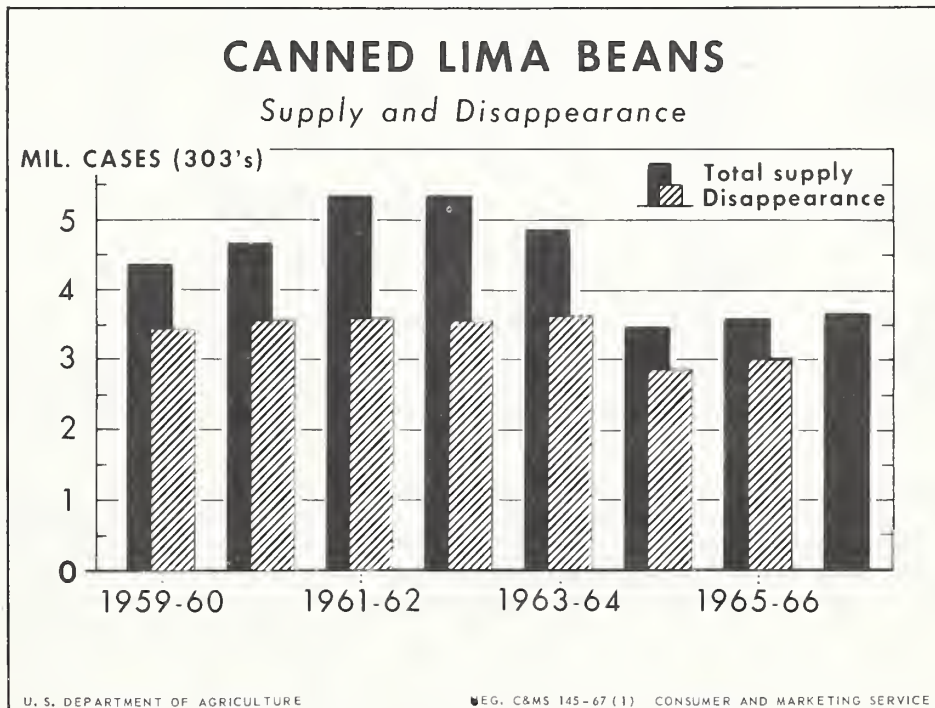
The larger supply of canned lima beans available during 1965-66 permitted a small increase in disappearance (see figure 2 below). Carryover into the 1966 season was equal to a year earlier. The 1966 pack was much larger than in either of the two previous years. And total supply available to markets in the current season was 14 percent above the light supply indicated a year earlier. Rate of shipment of 1966 supplies has been slightly above the 1961-65 average. Nevertheless, prices have been strong and compare favorably with those reported a year earlier.

Total disappearance in the 1966-67 season is expected to be larger than in 1965-66. As a result, carryover into the 1967 season is expected to be light. A larger acreage will be needed in 1967 if the resulting production is to be adequate for canned pack requirements.

1967 Guide - Canning

The 1967 guide is a planted acreage 10 percent more than in 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 12 percent more than in 1966.

Figure 2



Frozen Lima Beans

Total frozen supply for the 1965-66 marketing season was up 4 percent compared with the moderate inventory a year earlier. Carryover stocks in the current season were light but the 1966 pack was indicated to be moderately larger than in 1965.

Movement of frozen stocks in the fall and early winter of 1966-67 has been at a high rate. However, prices have been strong and slightly above last season's high level.

With total disappearance for 1966-67 likely to be high, carryover stocks in the 1967 packing season are expected to be well below average. Consequently, a larger production will be required to match pack requirements in 1967.

1967 Guide - Freezing

The 1967 guide is a planted acreage 10 percent more than in 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 12 percent more than in 1966.

Supply and Disappearance of Processed Lima Beans

Commodity	Marketing Season				
	: 1966-67	: 1965-66	: 1964-65	: 1963-64	: 1962-63

Canned Lima Beans

Million cases basis 24/303's

Carryover	.6	.6	1.3	1.8	1.7
Pack	3.5	3.0	2.2	3.1	3.6
Total Supply	4.1	3.6	3.5	4.9	5.3
Disappearance	N.A.	3.0	2.9	3.6	3.5
Carryover	N.A.	.6	.6	1.3	1.8

Frozen Lima Beans

Million pounds

Carryover	24.7	24.9	47.0	71.5	54.8
Pack	N.A.	145.5	116.5	117.7	150.6
Total Supply	N.A.	170.4	163.5	189.2	205.4
Disappearance	N.A.	145.7	138.6	142.2	133.9
Carryover	N.A.	24.7	24.9	47.0	71.5

N. A. - Not available.

Source: National Cannery Association; Bureau of the Census, U. S. Department of Commerce; Statistical Reporting Service, USDA, and National Association of Frozen Food Packers.

1967 Acreage-Marketing Guides
Vegetables for Commercial Processing

Snap Beans

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price ^{1/} :	Value ^{1/}
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per	(\$1,000)
				ton)	
<u>1967 Planted Acreage Guide</u>					
<u>and probable production</u>					
Canning (acreage 10 percent more than in 1966)	219.4	<u>2/</u> 2.2	453.7		
Freezing (acreage 10 percent more than in 1966)	72.6	<u>2/</u> 2.2	<u>151.7</u>		
Total	292.0		605.4		

Background statistics

Canning

1966 Prel.	199.4	183.1	2.2	393.8	97.90 38,539
1965	193.0	178.9	2.4	424.8	94.10 39,966
1964	173.1	163.2	2.1	346.1	98.60 34,129
1963	154.3	145.9	2.4	348.9	97.30 33,946
1962	146.0	139.5	2.4	337.8	97.60 32,974

Freezing

1966 Prel.	66.0	62.0	2.1	129.5	109.20 14,142
1965	53.7	51.9	2.2	116.0	106.00 12,292
1964	57.2	53.7	2.3	123.6	110.40 13,648
1963	51.0	48.0	2.6	125.0	106.30 13,298
1962	43.6	42.9	2.6	112.4	114.40 12,852

Total

1966 Prel.	265.4	245.1	2.1	523.3	100.70 52,681
1965	246.7	230.8	2.3	540.8	96.60 52,258
1964	230.3	216.9	2.2	469.7	101.70 47,777
1963	205.3	193.9	2.4	473.9	99.70 47,244
1962	189.6	182.4	2.5	450.2	101.80 45,826

^{1/} See footnote on page 35.

^{2/} 1964-66 average yield.

Comments

The total acreage of snap beans planted for canning in 1966 was moderately larger than in 1965. However, acreage for freezing was increased almost a fourth. Relatively large gains in plantings were reported in New York, Wisconsin, Oregon and California.

Hot, dry weather resulted in a below average yield. But the shift from pole beans to bush beans in the West also has affected yields. Total production in 1966 was moderately less than the 1965 record output. Following dry,

hot weather, total tonnage in the East was down sharply compared with a year earlier. But in Wisconsin and in western producing areas, production was up substantially. The decrease in production for canning more than offset an increase in tonnage for freezing, which typically accounts for a fourth of the total crop.

Canned Snap Beans

The total canned supply peaked in the 1965-66 season. Although disappearance was high, carryover into the 1966 season was above average. The 1966 pack was below expectations. And total supply available for markets in 1966-67 was moderately below last season.

With supply down, prices for canned snap beans this marketing year are holding above year-earlier levels. Total disappearance in the 1966-67 season is expected to be large. There may be only a small carryover of canned stocks into the 1967 packing season. Consequently, a substantially larger acreage will be required in 1967 to insure an adequate canned supply.

1967 Guide - Canning

The 1967 guide is a planted acreage 10 percent more than in 1966. Such an acreage, with normal abandonment and a 1964-66 average yield, will result in a production 15 percent more than in 1966.

Frozen Snap Beans

Carryover stocks at the start of the 1966-67 season were small. However, a moderately larger pack in 1966 compared with a year earlier resulted in a total supply available for the current marketing season only slightly below the preceding year. Year-end stocks are shown in figure 3, page 15.

Although disappearance of supplies in the 1966-67 season has been at a high rate, prices have continued strong. With carryover into the 1967 packing season expected to be small, a substantially larger production will be required to meet anticipated market needs for frozen snap beans in 1967-68.

1967 Guide - Freezing

The 1967 guide is a planted acreage 10 percent more than in 1966. Such an acreage, with normal abandonment and a 1964-66 average yield, will result in a production 17 percent more than in 1966.

Supply and Disappearance of Processed Snap Beans

Commodity	Marketing Season				
	1966-67	1965-66	1964-65	1963-64	1962-63

Canned Snap Beans

Million cases basis 24/303's

Carryover	10.4	7.1	9.3	9.6	10.6
Pack	40.5	45.6	37.4	37.7	36.9
Total Supply	50.9	52.7	46.7	47.3	47.5
Disappearance	N.A.	42.3	39.6	38.0	37.9
Carryover	N.A.	10.4	7.1	9.3	9.6

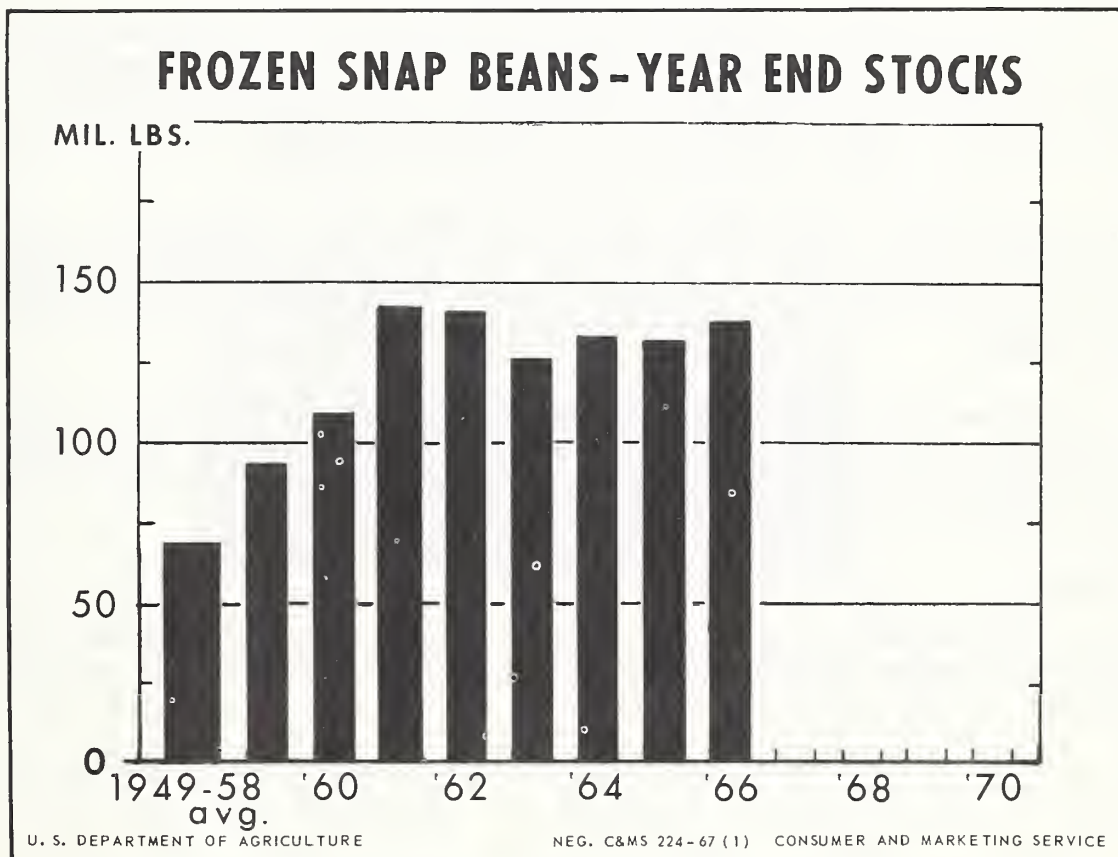
Frozen Snap Beans

Million pounds

Carryover	40.6	52.1	50.8	44.8	62.0
Pack	N.A.	189.5	187.4	170.2	175.9
Total Supply	N.A.	241.6	238.2	215.0	237.9
Disappearance	N.A.	201.0	186.1	164.2	193.1
Carryover	N.A.	40.6	52.1	50.8	44.8

N. A. - Not Available. Source: National Canners Association; Bureau of the Census, U. S. Department of Commerce; National Association of Frozen Food Packers and Statistical Reporting Service, USDA.

Figure 3



1967 Acreage-Marketing Guides
Vegetables for Commercial Processing

Beets

Year	: <u>Acreage</u> :		Yield :			
	:Planted:	For harvest:	per acre :	Production:	Price ^{1/} :	Value ^{1/} :
	(1,000 acres)		(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
<u>1967 Planted Acreage Guide</u> <u>and probable production</u> (planted acreage 10 percent more than in 1966)						
1967	19.5		2/ 11.4	210.8		
<u>Background statistics</u>						
1966 Prel.	17.7	17.0	11.4	193.9	19.90	3,858
1965	15.8	14.7	12.1	178.0	18.40	3,274
1964	17.3	16.5	10.9	180.3	19.10	3,443
1963	19.6	19.0	11.3	214.0	17.30	3,694
1962	18.5	17.2	12.2	209.4	18.80	3,929

1/ See footnote on page 35.

2/ 1963-66 average yield.

Comments

The 1966 carryover of canned beets was the smallest in several years (see supply and disappearance data on next page). All States except New York increased plantings in 1966. Dry, hot weather in the Midwest resulted in low per-acre yields. Total production in 1966 was moderately above a year earlier. Most of the increase in tonnage was in New York and Oregon.

The total pack from the 1966 crop is expected to be substantially higher than the small pack in the preceding year. But the gain expected will not fully compensate for the small carryover. And total supply of canned beets available for the 1966-67 marketing season was indicated to be substantially below average.

In the current season, disappearance of canned beets has been at a high rate (see per capita use, figure 4). Nevertheless, prices have been strong. With carryover into the 1967 season expected to be light, a much larger canned pack will be required in 1967 to satisfy market needs.

1967 Guide

The 1967 guide is a planted acreage 10 percent more than in 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 9 percent more than in 1966.

Supply and Disappearance of Canned Beets

Commodity	Marketing Season				
	1966-67	1965-66	1964-65	1963-64	1962-63

Canned Beets

Million cases basis 24/303's

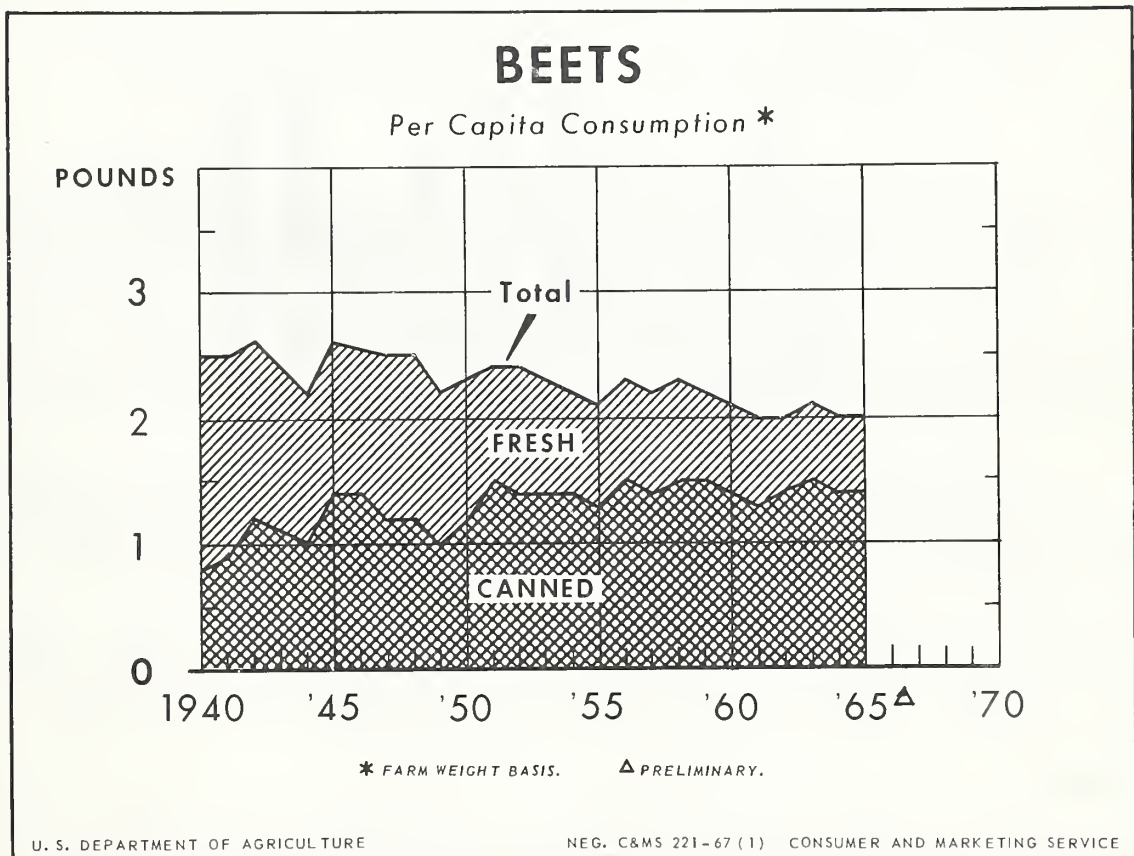
Carryover	3.2	4.7	5.8	4.6	2.9
Pack 1/	N.A.	10.0	10.2	12.1	13.0
Total Supply	N.A.	14.7	16.0	16.7	15.9
Disappearance	N.A.	11.5	11.3	10.9	11.3
Carryover	N.A.	3.2	4.7	5.8	4.6

N. A. - Not available.

1/ 1965-66 data on July 1-June 30 basis; prior years, originally reported on March 1-Feb. 28 basis, have been adjusted and are comparable with 1965-66.

Source: National Canners Association; Bureau of the Census, U. S. Department of Commerce and Statistical Reporting Service, USDA.

Figure 4



1967 Acreage-Marketing Guides
Vegetables for Commercial Processing

Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L.I.), New York, (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	: Acreage	: Yield	:	:	:
	: Planted: For harvest: per acre : Production: Price : Value				
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1967 Acreage Guide and
probable production

(planted acreage 15 percent
more than in 1966)

35,810 1/ 263 8,947

Background statistics

1966 Prel.	31,140	28,920	259	7,500	2.96	22,206
1965	34,360	32,390	281	2/ 9,114	1.55	13,807
1960-64 Average	32,960	31,750	259	2/ 8,290	1.70	13,988

1/ 1963-66 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 47 in 1960 and 192 in 1965.

Comments

Carryover stocks of kraut at the start of the 1966-67 season were sharply below average. Nevertheless, total acreage put under contract for processors' use was below expectations. Hot, dry weather in many major producing areas reduced cabbage output both for fresh market use and for kraut. In addition, rains at harvest time affected yields. Total early fall production in 1966 was 18 percent below 1965, and was the smallest crop since 1959. In addition, late summer production, the seasonal crop second in importance for kraut use, was down 5 percent from the preceding year.

The 1966 pack of kraut is expected to be substantially below a year earlier. And the total supply available for marketing in 1966-67 was relatively light (see figure 5 on next page). Early-season movement has been heavy. Mid-winter prices for kraut are well above year-ago levels.

Carryover of kraut into the 1967 season is expected to be light. With average yields, a substantially larger acreage of cabbage will be required in 1967 to provide a pack of kraut in balance with potential market needs.

1967 Guide

The 1967 guide is a planted acreage 15 percent more than in 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 19 percent larger than in 1966.

Supply and Disappearance of Sauerkraut

Commodity	Marketing Season				
	1966-67	1965-66	1964-65	1963-64	1962-63

Sauerkraut

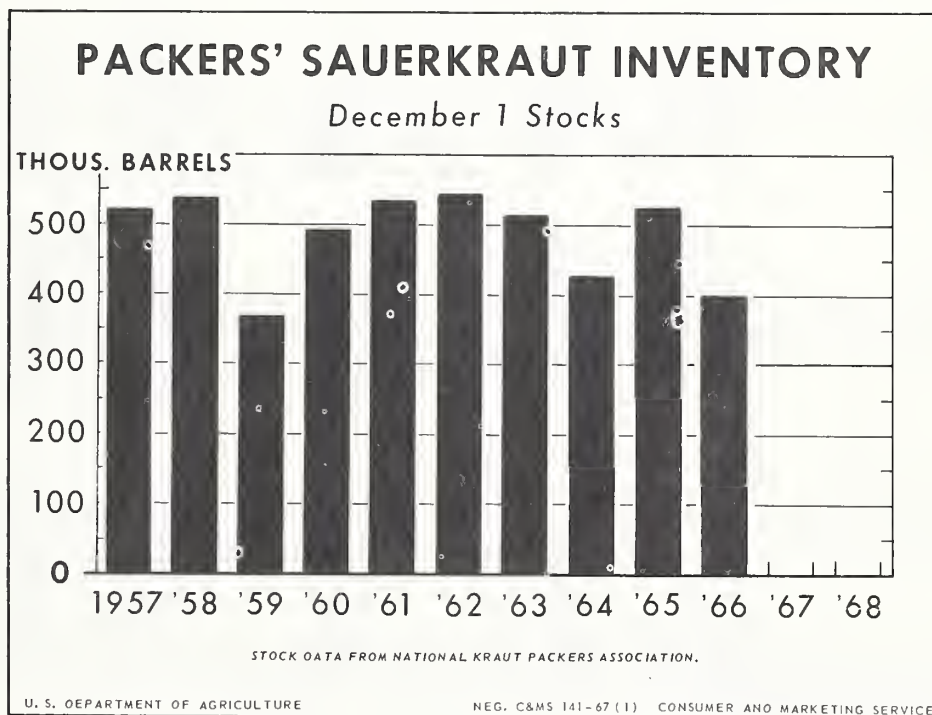
Million cases basis 24/303's

Carryover	3.1	2.7	4.3	4.3	4.3
Pack	N.A.	12.1	8.3	10.2	11.1
Total Supply	N.A.	15.8	12.6	14.5	15.4
Disappearance	N.A.	12.7	9.9	10.2	11.1
Carryover	N.A.	3.1	2.7	4.3	4.3

N. A. - Not available.

Source: National Kraut Packers Association and Bureau of the Census, U. S. Department of Commerce.

Figure 5



1967 Acreage-Marketing Guides
Vegetables for Commercial Processing

Sweet Corn

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted</u> : <u>For harvest</u> :	: <u>per acre</u> :	: <u>Production</u> :	: <u>Price</u> ^{1/} :	: <u>Value</u> ^{1/} :
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
<u>1967 Planted Acreage Guide and probable production</u>					
Canning (acreage 5 percent more than in 1966)	354.8	<u>2/</u> 4.19	1,412.3		
Freezing (acreage 5 percent less than in 1966)	<u>121.8</u>	<u>2/</u> 4.59	<u>525.4</u>		
Total	476.6		1,937.7		

Background statistics

Canning

1966 Prel.	337.9	321.1	4.21	1,351.0	21.80	29,462
1965	323.0	277.3	4.26	1,181.0	21.80	25,719
1964	284.8	271.6	4.07	1,104.8	19.80	21,887
1963	323.0	312.5	4.23	1,323.3	19.20	25,395
1962	378.1	357.9	4.01	1,435.2	19.40	27,785

Freezing

1966 Prel.	128.2	120.5	4.95	597.1	24.80	14,816
1965	107.6	99.4	4.35	432.6	24.20	10,456
1964	85.1	78.4	4.60	361.0	22.90	8,266
1963	83.7	79.8	4.46	355.8	22.90	8,144
1962	87.3	84.9	4.29	364.0	23.00	8,359

Total

1966 Prel.	466.1	441.6	4.41	1,948.1	22.70	44,278
1965	430.6	376.7	4.28	1,613.6	22.40	36,175
1964	369.9	350.0	4.19	1,465.8	20.60	30,153
1963	406.7	392.3	4.28	1,679.1	20.00	33,539
1962	465.4	442.8	4.06	1,799.2	20.10	36,144

1/ See footnote on page 35.

2/ 1963-66 average yield.

Comments

With carryover supplies of canned and frozen sweet corn small, growers increased total plantings of sweet corn for processing moderately in 1966. Per-acre yields ranged from low in Mid-Atlantic producing areas, where most of the output is canned, to extremely high in the West, where most of the crop is frozen. Dry, hot weather held down yields in the East.

Total production in 1966 was a record. Larger crops in New York, Wisconsin,

Minnesota, Oregon and Washington accounted for most of the increase in production. As compared with a year earlier, output for canning was up 14 percent, and that for freezing, 38 percent. The share of the total tonnage used for freezing was 31 percent. This compared with the 1960-64 average of 21 percent.

Canned Sweet Corn

The supply of canned sweet corn in the early 1960's held at high levels and markets were under pressure. But with relatively small canned packs in both 1964 and 1965, market balance improved considerably and carryover into the 1966 season was extremely small.

The 1966 canned pack was moderately above average (see figure 6 on next page). However, due to the small carryover, the total supply available for the 1966-67 season was moderately below the prior 5-year average. Prices during the early part of the 1966-67 marketing season were high and holding well above year-earlier levels. Cumulative disappearance of supplies has been about 10 percent ahead of the preceding year. With carryover of canned supplies into the 1967 season probably small, a moderately larger production for canning is recommended in 1967.

1967 Guide - Canning

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with a normal abandonment and a 1963-66 average yield, will result in a production 2 percent more than in 1966.

Frozen Sweet Corn

Disappearance of frozen sweet corn has shown a substantial upward trend during the 1960's. The favorable market response has resulted in minimal carryover supplies in the recent 3 seasons. The 1966 frozen pack was a record -- indicated to be a third more than in 1965.

Disappearance of frozen sweet corn during the early part of the 1966-67 season was at a record rate. But the large inventory has kept prices at below year-earlier levels. Carryover into the 1967 packing season probably will be large. And growers are recommended to reduce 1967 acreage moderately.

1967 Guide - Freezing

The 1967 guide is a planted acreage 5 percent less than in 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 13 percent less than in 1966.

Supply and Disappearance of Processed Sweet Corn

Commodity	Marketing Season				
	: 1966-67	: 1965-66	: 1964-65	: 1963-64	: 1962-63

Canned Sweet Corn

Million cases basis 24/303's

Carryover	4.1	6.3	11.5	12.2	9.7
Pack	45.5	39.1	37.6	44.2	45.7
Total Supply	49.6	45.4	49.1	56.4	55.4
Disappearance	N.A.	41.3	42.8	44.9	43.2
Carryover	N.A.	4.1	6.3	11.5	12.2

Frozen Sweet Corn

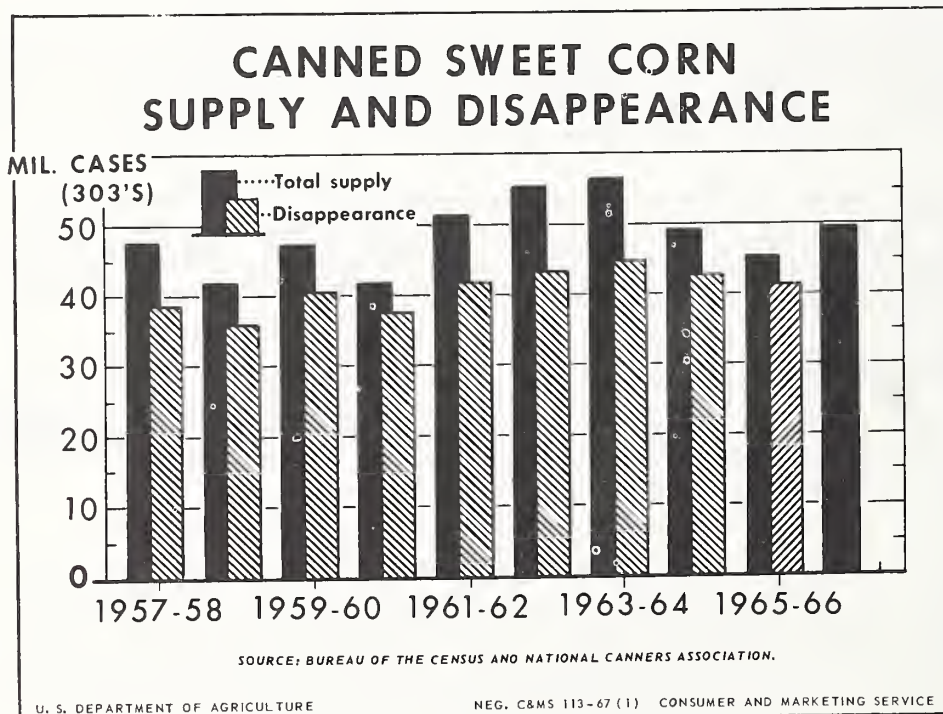
Million pounds

Carryover	30.1	21.4	39.5	50.5	49.8
Pack	N.A.	262.5	187.6	179.9	180.3
Total Supply	N.A.	283.9	227.1	230.4	230.1
Disappearance	N.A.	253.8	205.7	190.0	179.6
Carryover	N.A.	30.1	21.4	39.5	50.5

N. A. - Not available.

Source: National Cannery Association; Bureau of the Census, U. S. Department of Commerce; National Association of Frozen Food Packers and Statistical Reporting Service, USDA.

Figure 6



1967 Acreage-Marketing Guides
Vegetables for Commercial Processing

Cucumbers for Pickles

Year	: <u>Acreage</u> :		Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price ^{1/} :	Value ^{1/} :	
	(1,000 acres)		(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)	
<u>1967 Planted Acreage Guide</u> <u>and probable production</u> (planted acreage 10 percent less than in 1966)							
	129.9		^{2/} 4.06		490.5		
<u>Background statistics</u>							
1966 Prel.	144.3	131.0	4.06	^{3/}	531.8	82.30	43,730
1965	115.7	109.4	4.08	^{3/}	445.9	76.00	32,836
1964	118.5	110.9	3.86		427.6	65.90	28,178
1963	118.7	110.2	4.27		470.2	56.00	26,310
1962	108.5	102.0	4.01		409.5	53.80	22,018

^{1/} See footnote on page 35.

^{2/} 1962-66 average yield.

^{3/} Includes the following quantities (in tons) not marketed and excluded in computing value: 13,630 in 1965 and 300 in 1966.

Comments

The substantial increase in cucumber acreage in 1966 contrasts sharply with the stability which characterized total plantings since the early 1960's (see figure 7 on next page). Larger planted acreages were recorded in all major producing States. But most of the increase in acreage occurred in the southern region.

In many producing areas, yields were restricted due to poor growing conditions. Extremely dry weather hurt the crop in the East and in some areas of the South. Cool weather and untimely rains also affected output.

Total production was exceptionally large, and almost a fifth above the output in 1965. Michigan, Wisconsin, California and Texas reported substantial increases in tonnage compared with a year earlier. Production in Colorado was more than double the 1965 tonnage.

Total movement of pickles and pickle products in the 1965-66 season was a record. As a result, carryover stocks in 1966 were well below levels indicated in recent years. However, the small carryover was more than offset by the large intake of 1966 production put in brine. And on October 1, 1966 total stocks of pickles were up substantially compared with the large holdings a year earlier. However, pickle prices have been exceeding year-ago levels. Total disappearance of pickles in the 1966-67 season may be record large. Nevertheless, stock on hand at the end of the current season is expected to be well above average. And pack requirements in 1967 can be met with a smaller production.

1967 Guide

The 1967 guide is a planted acreage 10 percent less than in 1966. Such an acreage, with normal abandonment and a 1962-66 average yield, will result in a production 8 percent less than in 1966.

Supply and Disappearance of Pickles

Commodity	Marketing Season				
	1966-67	1965-66	1964-65	1963-64	1962-63
Thousand tons					
October 1 Stocks <u>1/</u>	38.5	71.5	77.8	53.3	59.1
Production <u>2/</u>	531.8	445.9	427.6	470.2	409.5
Total Supply	570.3	517.4	505.4	523.5	468.6
Disappearance	N. A.	478.9	433.9	445.7	415.3

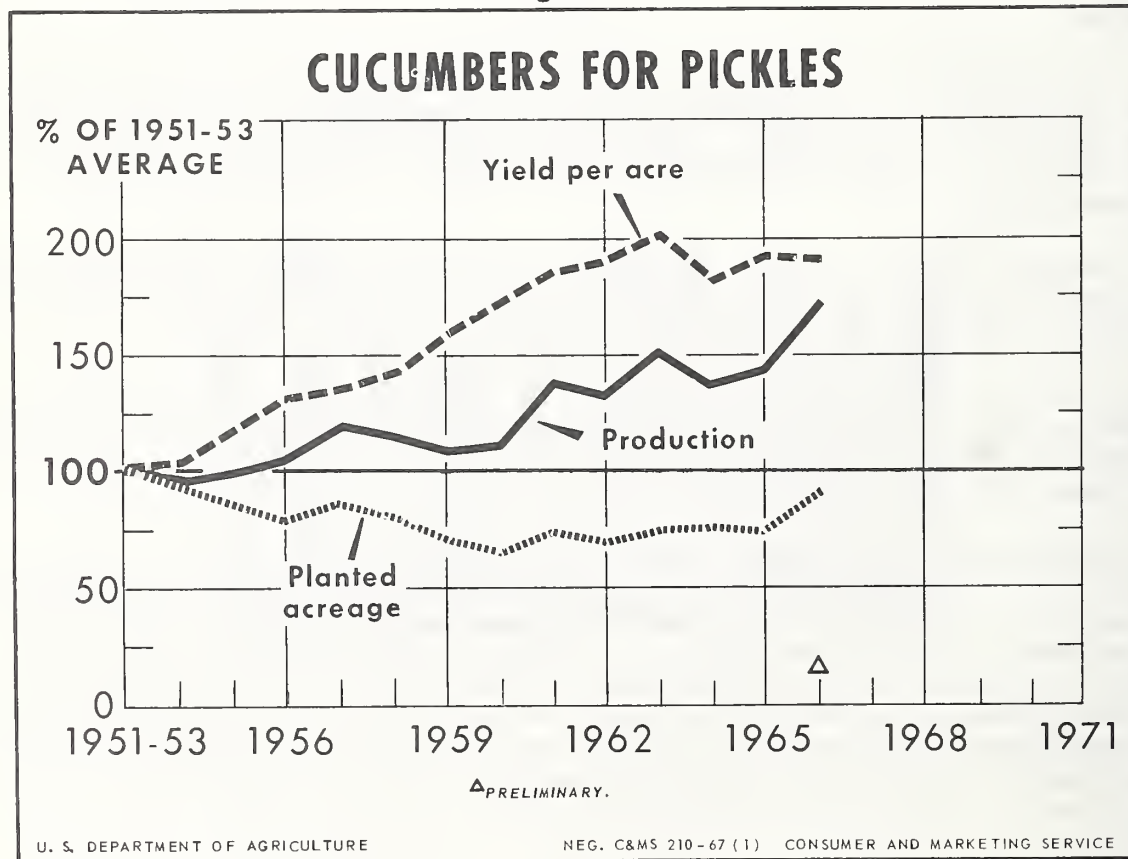
N. A. - Not Available.

1/ From previous crop. Fresh pack included beginning 1962-63; salt and dill stocks only in prior years.

2/ Quantities not marketed but included in computing disappearance were as follows: 13,630 tons in 1965 and 300 tons in 1966.

Source: Statistical Reporting Service, USDA.

Figure 7



1967 Acreage-Marketing Guides
Vegetables for Commercial Processing

Green Peas

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	: per acre	:Production:	Price ^{1/} :	Value ^{1/} :
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1967 Planted Acreage Guide
and probable production

Canning (acreage equal to 1966)	313.1	<u>2/</u> 1.210	359.9		
Freezing (acreage 10 percent more than in 1966)	<u>178.3</u>	<u>3/</u> 1.317	<u>223.1</u>		
Total	491.4		583.0		

Background statistics

Canning

1966 Prel.	313.1	284.2	1.095	311.2	108.40	33,728
1965	293.8	281.9	1.306	368.2	99.90	36,797
1964	279.2	266.6	1.108	295.2	94.80	27,982
1963	286.0	276.5	1.174	324.7	85.30	27,703
1962	273.6	263.6	1.250	329.5	84.00	27,663

Freezing

1966 Prel.	162.1	148.9	1.314	195.8	98.70	19,319
1965	168.7	159.7	1.463	233.7	99.50	23,265
1964	157.8	150.8	1.260	190.1	100.20	19,037
1963	152.6	145.6	1.318	191.9	85.40	16,389
1962	162.2	143.5	1.374	197.1	86.40	17,037

Total

1966 Prel.	475.2	433.1	1.170	507.0	104.60	53,047
1965	462.5	441.6	1.363	601.9	99.80	60,062
1964	437.0	417.4	1.162	485.3	96.90	47,019
1963	438.6	422.1	1.224	516.6	85.40	44,092
1962	435.8	407.1	1.294	526.6	84.90	44,700

1/ See footnote on page 35.

2/ 1962-65 average yield.

3/ 1962-64 average yield.

Comments

Acreage planted to green peas for processing in 1966 was moderately larger than a year earlier, and the largest since 1957. However, acreage loss was high, and yield per acre was the second lowest in a decade. Total production in 1966 was 16 percent below the large crop a year earlier. Hot, dry weather in the heavy producing North Central States, and freezes and dry weather in the northwestern States, reduced crop potential.

Canned Peas

Although total disappearance of canned peas in the 1965-66 marketing season was moderately above average, carryover into the 1966 season was large. However, the large carryover was more than offset by a small pack in 1966. And total supplies available in the current season were moderately below the preceding season (see figure 8 on next page). Prices increased in the early fall and have continued strong.

Total disappearance in the 1966-67 season is expected to be high, and carryover into the 1967-68 season will be extremely light.

A larger canned pack will be needed in 1967. Assuming normal growing conditions, an acreage equal to 1966 will ensure an adequate production for canning.

1967 Guide - Canning

The 1967 guide is a planted acreage equal to 1966. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 16 percent more than in 1966.

Frozen Peas

Holdings of frozen peas at the start of the 1966 packing season were substantially above those of a year earlier. The 1966 pack was 15 percent smaller than the preceding year. And total supplies available for the current season were almost a tenth smaller than in 1965-66. Disappearance of frozen stocks has been at a high rate. Nevertheless, prices for frozen peas have averaged above year-ago levels.

If the high rate of disappearance is maintained, carryover into the 1967 packing season will be well below average. To satisfy 1967-68 market requirements, a substantially larger frozen pack will be needed in 1967.

1967 Guide - Freezing

The 1967 guide is a planted acreage 10 percent more than in 1966. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production 14 percent larger than in 1966.

Supply and Disappearance of Processed Green Peas

Commodity	Marketing Season				
	1966-67	1965-66	1964-65	1963-64	1962-63

Canned Green Peas

Million cases basis 24/303's

Carryover	8.8	5.9	8.0	6.9	6.1
Pack	31.9	37.6	30.0	33.6	33.7
Total Supply	40.6	43.5	38.0	40.5	39.8
Disappearance	N.A.	34.7	32.1	32.5	32.9
Carryover	N.A.	8.8	5.9	8.0	6.9

Frozen Green Peas

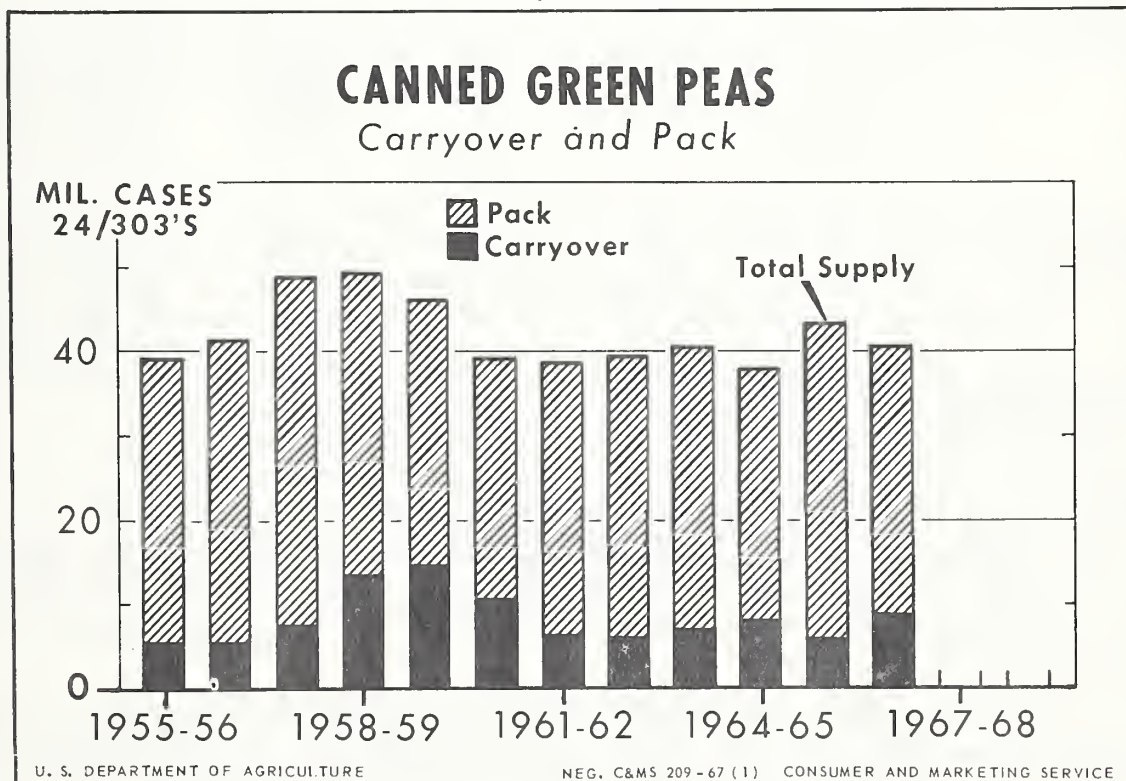
Million pounds

Carryover	115.0	97.5	100.7	98.9	86.4
Pack	375.0	443.3	336.9	344.8	356.9
Total Supply	490.0	540.8	437.6	443.7	443.3
Disappearance	N.A.	425.8	340.1	343.0	344.4
Carryover	N.A.	115.0	97.5	100.7	98.9

N. A. - Not available.

Source: National Cannery Association; Bureau of the Census, U. S. Department of Commerce; National Association of Frozen Food Packers and Statistical Reporting Service, USDA.

Figure 8



1967 Acreage-Marketing Guides
Vegetables for Commercial Processing

Spinach

Year	: Acreage : :Planted:For harvest:	Yield : per acre	: :Production:	Price ^{1/} : (\$ per	Value ^{1/} : (\$1,000)
	(1,000 acres)	(tons)	(1,000 tons)	ton)	
<u>1967 Planted Acreage Guide</u> <u>and probable production</u>					
Canning (acreage 10 percent more than in 1966)	14.7	<u>2/</u> 5.9	75.6		
Freezing (acreage 10 percent more than in 1966)	<u>15.0</u>	<u>2/</u> 5.8	<u>78.5</u>		
Total	29.7		154.1		

Background statistics

Canning

1966 Prel.	13.4	12.3	6.0	74.0	41.40	3,063
1965	12.8	9.7	6.0	58.9	38.80	2,288
1964	15.3	13.7	5.7	78.4	36.70	2,881
1963	17.8	16.1	5.3	84.9	36.60	3,106
1962	16.8	14.0	4.7	65.6	32.80	2,154

Freezing

1966 Prel.	13.7	12.8	5.9	75.2	41.50	3,120
1965	13.6	11.7	5.7	66.3	41.10	2,721
1964	12.7	11.6	5.9	68.4	40.20	2,749
1963	12.1	11.1	6.4	70.8	38.40	2,721
1962	12.1	10.6	5.3	56.5	41.50	2,348

Total

1966 Prel.	27.0	25.1	5.9	149.2	41.40	6,183
1965	26.4	21.4	5.9	125.2	40.00	5,009
1964	28.0	25.3	5.8	146.8	38.30	5,630
1963	29.9	27.2	5.7	155.7	37.40	5,827
1962	28.9	24.6	5.0	122.1	36.90	4,502

1/ See footnote on page 35.

2/ 1964-66 average yield.

Comments

The downtrend in spinach plantings was reversed in 1966. Total acreage was up slightly compared with a year earlier. Per-acre yield was high, and total production in 1966 was almost a fifth above the small 1965 crop when heavy abandonment affected output.

Winter production in California and Florida combined accounted for almost one-half of the 1966 crop. Output in both States was up sharply. All major spring and fall producing States also reported sharp gains in production in

1966 compared with a year earlier. As is usual, the spring and fall States accounted for slightly more than one-half of the crop. The total tonnage for processing in 1966 was divided almost evenly between canning and freezing.

Canned Spinach

Carryover of canned spinach into the 1966 packing season was 25 percent below the record inventory in 1965. With the supply-price situation much improved compared with a year earlier, the 1966 spring pack was increased to 4.8 million cases, basis 24/303's, or 17 percent more than 4.1 million cases packed in 1965. But due to the small carryover, supplies available to markets during the spring and summer of 1966 were down moderately compared with the like period in 1965. And total spring-summer shipments were indicated to be 12 percent below 1965.

As a result of the increase in the 1966 pack and the decline in shipments, canners' supply on October 1, 1966 was 5 percent more than a year earlier. Prices for canned spinach in the 1966 marketing season have averaged moderately above 1965. The higher prices may have been responsible for the decline in total shipments in the current season compared with a year earlier.

On January 1, 1966, canners' stocks of spinach totaled 2.4 million cases, or 19 percent below the 1962-66 average. Although canners' carryover into the 1967 packing season may be slightly above a year earlier, an increase in the 1967 pack will be necessary to cover market requirements. Trends in per capita use of spinach are shown in figure 9, page 30.

1967 Guide - Canning

The 1967 guide is a planted acreage 10 percent more than in 1966. Such an acreage, with normal abandonment and a 1964-66 average yield, will result in a production 2 percent more than in 1966.

Frozen Spinach

Holdings of frozen spinach at the start of the 1966 packing season were materially below those of a year earlier. But the relatively light holdings were more than offset by a record spring pack in 1966. The spring pack was up 22 percent compared with a year earlier, with most of the gain in output originating in the West.

The total frozen supply available at the start of the current season was a record. However, movement of frozen spinach into markets has been sustained at a high rate, with prices holding near year-earlier levels. Frozen holdings at the end of December, 1966 were 52.7 million pounds compared with 50.5 a year earlier. With carryover of frozen spinach expected to be well below average, a moderately larger pack will be needed to satisfy market needs in 1967-68.

1967 Guide - Freezing

The 1967 guide is a planted acreage 10 percent more than in 1966. Such an acreage, with normal abandonment and a 1964-66 average yield, will result in a production 4 percent larger than in 1966.

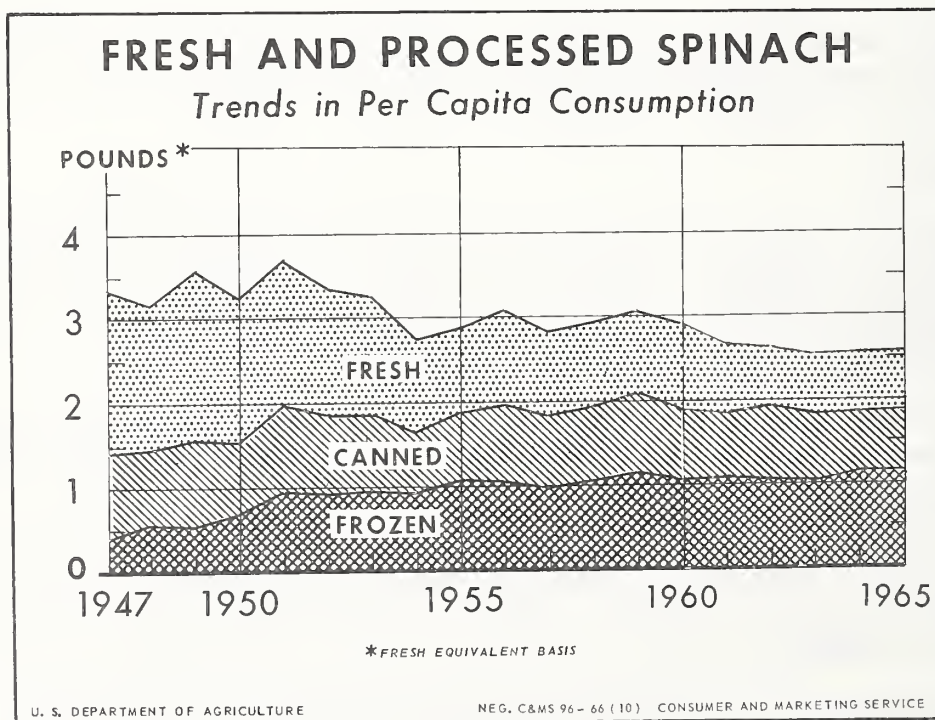
Supply and Disappearance of Processed Spinach

Commodity	Marketing Season				
	1966-67	1965-66	1964-65	1963-64	1962-63
Canned Spinach					
	<u>Million cases basis 24/303's</u>				
Carryover	3.0	4.0	3.5	2.8	2.8
Pack	N.A.	6.4	7.6	8.0	7.3
Total Supply	N.A.	10.4	11.1	10.8	10.1
Disappearance	N.A.	7.4	7.1	7.3	7.3
Carryover	N.A.	3.0	4.0	3.5	2.8
Frozen Spinach					
	<u>Million pounds</u>				
Carryover	30.4	38.2	35.1	25.6	38.9
Pack	N.A.	122.3	127.0	119.7	97.3
Total Supply	N.A.	160.5	162.1	145.3	136.2
Disappearance	N.A.	130.1	123.9	110.2	110.6
Carryover	N.A.	30.4	38.2	35.1	25.6

N. A. - Not available.

Source: National Cannery Association; Bureau of the Census, U. S. Department of Commerce; National Association of Frozen Food Packers and Statistical Reporting Service, U. S. Department of Agriculture.

Figure 9



1967 Acreage-Marketing Guides
Vegetables for Commercial Processing

Tomatoes

Year	: Acreage :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price ^{1/} :	Value ^{1/} :
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1967 Planted Acreage Guide
and probable production

(planted acreage 5 percent
more than in 1966)

312.7

^{2/} 16.7

5,169.7

Background statistics

1966 Prel.	297.8	291.9	15.9	4,637.9	35.60	165,238
1965	258.8	255.2	17.6	^{3/} 4,482.2	37.20	163,330
1964	272.8	270.1	16.9	4,561.0	30.70	160,125
1963	250.2	248.1	16.4	4,070.6	26.70	108,754
1962	328.9	326.7	16.5	5,377.0	28.40	152,793

^{1/} See footnote on page 35.

^{2/} 1963-66 average yield.

^{3/} Includes 90,600 tons not marketed in 1965 and excluded in computing value.

Comments

Aggregate supplies of canned tomatoes and tomato products available for the 1966-67 season were down slightly compared with the preceding year; the total supply has shown a downward trend since 1962-63. In response to the small carryover anticipated for the 1966-67 season, total tomato acreage was increased sharply in 1966. But, hot, dry weather in major eastern and mid-western producing areas limited per-acre yield. Nevertheless, total production in 1966 was up moderately compared with a year earlier. California was the source of 67 percent of the total tonnage in 1966 compared with 55 percent in 1965.

As shown in figure 10, per capita use of canned whole tomatoes and tomato products other than soup has been trending upward slightly since the mid-1950's. Per person use of fresh tomatoes, however, has shown little change accounting for one-fifth of total per capita use of tomatoes compared with four-fifths for the canned product.

Peeled Tomatoes

Disappearance of peeled tomatoes was at a moderate rate in 1965-66. However, carryover stocks in the 1966-67 season were much above the low total a year earlier. The 1966 pack of peeled tomatoes was 9 percent below 1965, and the smallest since 1960. The pack was not as large as expected. And prices, after showing a downtrend in the late summer, recovered and showed gains by early fall.

Although total supply available for the 1966-67 marketing season is moderately below last season, total disappearance may be slightly higher. And carryover into the 1967-68 season probably will be small.

Tomato Products

The market for tomato products has shown a generally steady rate of movement with prices firm. Disappearance of tomato juice has been on a slight downtrend for several years. But utilization of other tomato products, including catsup, has increased each year during the 1960's.

The 1966 pack of tomato juice was relatively small. And total supply for the 1966-67 season is indicated at 4 percent below 1965-66. Early-season disappearance of tomato juice was large and by the mid-fall of 1966, prices for juice showed considerable strength. With total disappearance in the current season expected to hold at average levels, carryover stocks of tomato juice into the 1967 season may be quite small.

The carryover stocks of catsup and chili sauce into the 1966-67 season were substantially smaller than in the preceding season. However, with a moderately larger pack of these products in 1966, the total supply available for the 1966-67 season edged slightly above 1965-66. Shipping of current season supplies has been active. And price advances were recorded by mid-fall. Shipments of tomato catsup in 1965-66 were about double the total reported in the mid-1950's. The popular size continues to be 24/14 ounce, followed by 12/18, 20 and 24 ounces (see figure 11).

In the aggregate, supplies of canned tomatoes and tomato products for the 1966-67 season are indicated to be slightly less than the moderate total last season. With market response expected to continue firm, carryover supply in the 1967 season may be at a five-year low. Potential market requirements in 1967 will require the production from a moderately larger acreage.

1967 Guide

The 1967 guide is a planted acreage 5 percent more than in 1966. Such an acreage, with normal abandonment and a 1963-66 average yield, will result in a production 11 percent above 1966.

Figure 10

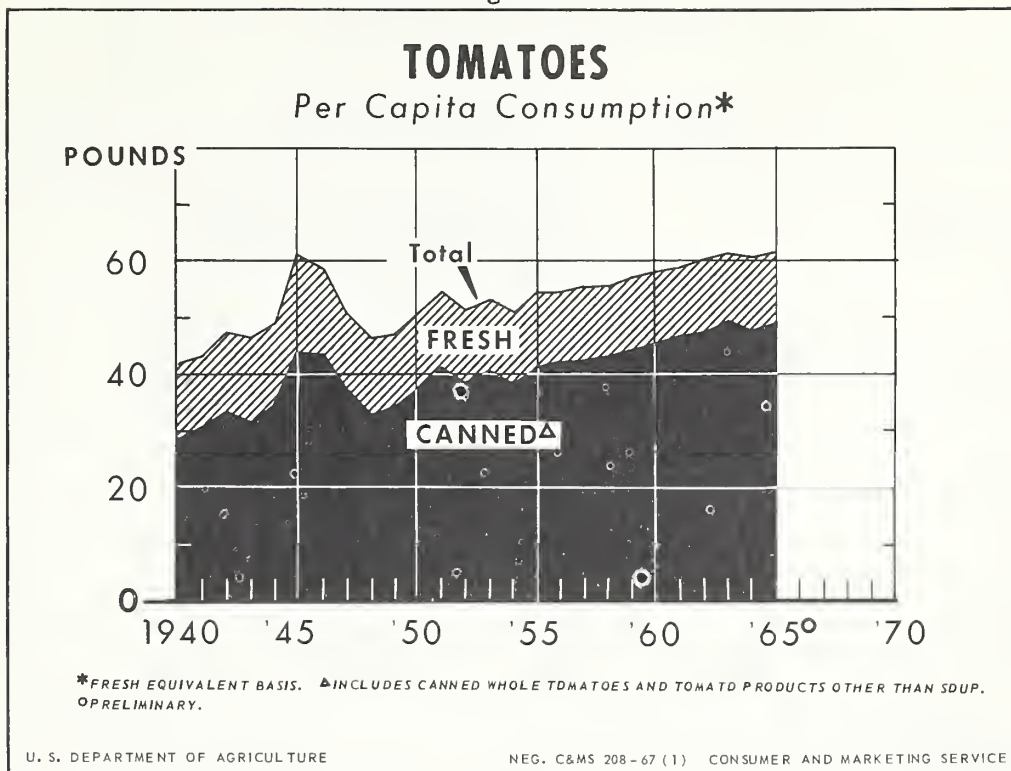
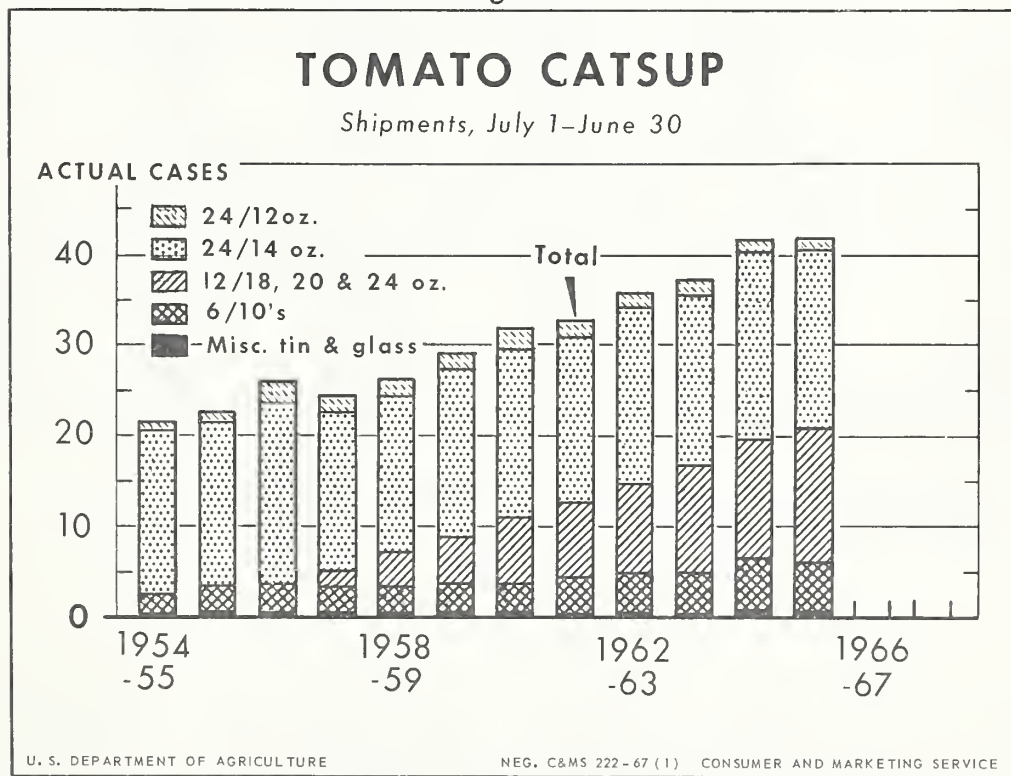


Figure 11



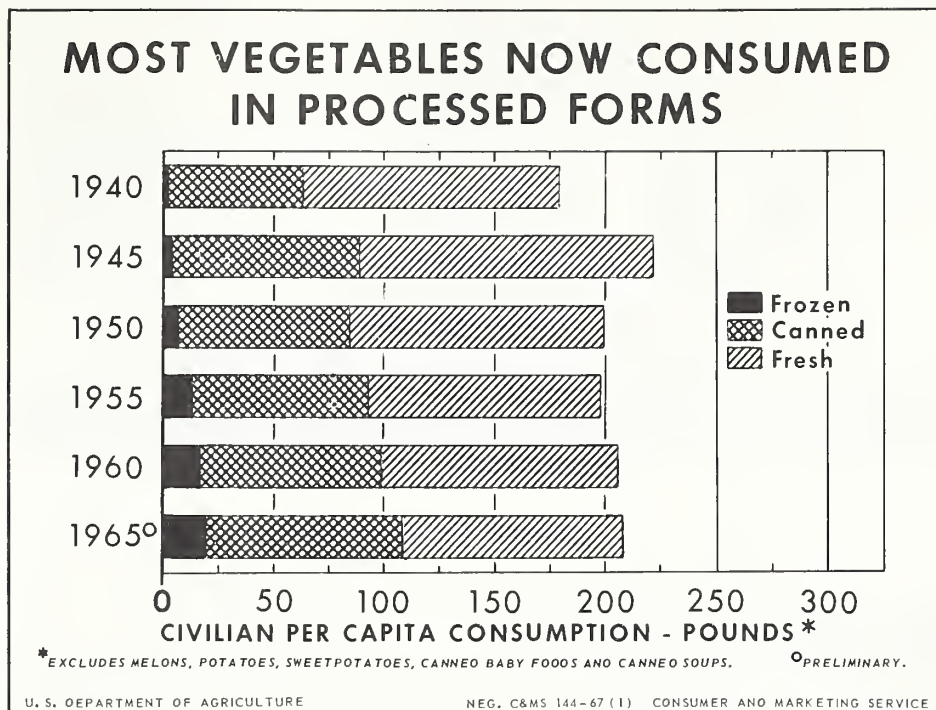
Supply and Disappearance of Processed Tomatoes and
Selected Tomato Products

Commodity	Marketing Season				
	: 1966-67	: 1965-66	: 1964-65	: 1963-64	: 1962-63
<u>Canned Tomatoes</u>					
	<u>Million cases basis 24/303's</u>				
Carryover	9.4	8.7	9.9	10.3	8.9
Pack	32.7	36.0	36.4	33.0	35.5
Total Supply	42.1	44.7	46.3	43.3	44.4
Disappearance	N.A.	35.3	37.6	33.4	34.1
Carryover	N.A.	9.4	8.7	9.9	10.3
<u>Tomato Juice</u>					
Carryover	10.9	12.7	12.7	15.6	9.4
Pack	38.9	40.0	43.1	42.1	49.0
Total Supply	49.8	52.7	55.8	57.7	58.4
Disappearance	N.A.	41.8	43.1	45.0	42.8
Carryover	N.A.	10.9	12.7	12.7	15.6
<u>Catsup and Chili Sauce</u>					
Carryover	9.7	10.9	13.4	16.5	9.3
Pack	37.4	35.6	34.0	29.7	38.7
Total Supply	47.1	46.5	47.4	46.2	48.0
Disappearance	N.A.	36.8	36.5	32.8	31.5
Carryover	N.A.	9.7	10.9	13.4	16.5
<u>Total</u>					
Carryover	30.0	32.3	36.0	42.4	27.6
Pack	109.0	111.6	113.5	104.8	123.2
Total Supply	139.0	143.9	149.5	147.2	150.8
Disappearance	N.A.	113.9	117.2	111.2	108.4
Carryover	N.A.	30.0	32.3	36.0	42.4

N. A. - Not available.

Source: National Canners Association and Bureau of the Census, U. S.
Department of Commerce.

Figure 12



Fresh vegetables accounted for about two-thirds of total per capita use of vegetables prior to World War II (see Figure 12). By 1962, fresh use had declined to slightly less than half of total use. And since 1962, processed vegetables have accounted for slightly more than half of total vegetable consumption.

Per capita use of frozen vegetables had increased to 10 percent of total use in 1965. Canned vegetable consumption has been relatively stable, accounting for approximately 42 percent of the annual total. Per capita use of frozen vegetables is expected to continue to trend upward.

1/ Prices in 1964, 1965 and 1966 for processing vegetable crops are not strictly comparable with earlier years. Beginning in 1964, the price used in determining the crop value is the per unit value at the processing plant door. Prior to 1964, the price was based on the average price at first receiving point.

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